

## **Three Cost-effective Ways to Increase Visibility for Your Business**

*Think public relations might be too expensive for your company? Think again. Consider these three easy, cost-effective PR strategies you can use to help your company increase its visibility.*

There's a famous story about how Apple's Steve Jobs tried to hire Internet pioneer Dr. Robert (Bob) M. Metcalfe to design Apple's network – before Jobs was a household name. Metcalfe turned Jobs down after meeting him in Cupertino, Calif. – mainly because Metcalfe was in the beginning stages of launching 3Com.

Before Metcalfe left Cupertino, Jobs introduced him to Apple's PR firm. The result: 3Com hired a PR firm before it hired a vice president of engineering.

You can read the whole story in [Calysto's PR Vibes™ newsletter](#). The bottom line is that even the most innovative companies need a strong commitment to marketing and PR to succeed...starting on day one. And visionaries like Jobs and Metcalfe understood this.

So if you're not spending money on a comprehensive marketing and public relations program right now, I strongly urge you to reconsider. Until then, here are a few (albeit less effective) ways that you can increase your company's visibility with a smaller investment of both your money and your time.

### **PR Tactic #1: Begin Posting Responses to Blogs and Online Articles**

One of the easiest ways to get your company noticed is by posting comments on popular industry blogs – or by posting comments to online stories published in trade or business magazines. Make a short list of the blogs and online publications that you read on a regular basis and then determine whether your potential customers might be reading those too.

Then begin posting comments to these blog entries and stories online, making sure to mention your company name in the posting (of course, you should first check your company's Internet policy to be sure it allows this). You can even include a link to a relevant area on your Web site when appropriate. You might be surprised by the response.

### **PR Tactic #2: Get Published**

Another way to increase your company's visibility involves taking a look at the trade publications your customers are reading to see if they accept articles written by outside industry sources. If some of the articles have company executives listed as the authors, chances are good that the publication accepts bylined articles – and that the editor might publish one written by you.

Before you actually write a story, it is a good idea to gauge the interest of the publication beforehand. This can be as simple as writing an email to the editor asking if they would be interested in an article that explores a particular topic. The more timely your topic, the greater the chances are that your idea will get accepted by that editor.

Also take a look at the editorial calendars of trade publications – which are often posted on the publication's website – to see if you could effectively write about any of the topics the publication has planned to cover already. Then email the editor to suggest an article on one of those topics. Remember to do this well in advance of when the article is scheduled to be published, because some publications still have relatively long lead times for accepting bylined articles.

Also, be sure that the topics you propose are not self-promotional. The goal here is to position yourself as an expert by writing an informative article on a critical topic – not to get a marketing brochure for your company published. Asking an editor to publish what is clearly a promotional piece for your company is a sure-fire way to get blackballed by that publication.

### **PR Tactic #3: Maximize Your Trade Show Investment**

For the next trade show you attend, consider maximizing your investment by making an announcement in conjunction with the show – and by setting up meetings with industry analysts, members of the trade media or bloggers while you are at that event to discuss that announcement.

Now you can try to do this yourself, but chances are that unless you have an established relationship with one of these influencers, you will not hear back from them when you try to call or email them to set up a meeting.

Instead, you can hire a PR firm that will support a smaller-scale PR campaign on a project basis. This can make it very affordable to get some publicity surrounding a show.

In fact, trade shows can make great venues to launch new products or new business initiatives, particularly if you are trying to drive traffic to your booth.

For example, Calysto helped one client secure more than 1 million media impressions on a new product that was launched in the 24 hours surrounding a major trade show. This in turn helped drive ten times more traffic from tier 1 customers to the company's booth during the show compared to the prior year, despite a lower number of attendees at the show. It also helped the company secure an RFP from a large potential customer.

Calysto also helped a project-based client launch a new product in conjunction with another major trade show – in just 45 days. The client hired Calysto to support the product launch just weeks before the show, and Calysto booked 10 analyst briefings and 12 media interviews for the client as a result.

Thanks to these meetings and Calysto's other pitching efforts, Calysto secured more than 1.4 million media impressions for the client in key publications in the days and weeks surrounding the show. This included coverage in the first page of the exhibitor news section of the Show Daily. The total cost: less than \$12,000.

As you can clearly see, public relations is an effective tool to help you increase your company's visibility among potential customers, partners and even potential acquirers. Even if your company cannot afford a full-scale PR campaign, spending just a little time and money to attract the attention of your target audience can result in more sales, better partnerships and even a [successful exit](#) for your company.

About the Author:

[Laura Borgstede](#) is the CEO and founder of Calysto Communications ([www.calysto.com](http://www.calysto.com)), a global social and traditional PR firm focused solely on the communications technology industry. Calysto's unique cloud-based business model combines the services traditionally offered by a

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If you'd like to speak to us about taking your company to the next level, contact Calysto at [BizDev@calysto.com](mailto:BizDev@calysto.com).